

PERSONAL/CONFIDENTIAL
WIRTHLIN WORLDWIDE
1363 Beverly Road
McLean, Virginia 22101
703-556-0001

CONGESTION AND AIR QUALITY BENCHMARK
FINAL: MARCH 6, 2000; 1:00 pm

Hello, I'm _____ of Decima Research, a national research firm. We're talking with people in Atlanta today and would like to ask you a few questions on a confidential basis. I am not selling anything, nor will I ask you for a donation. For quality control purposes my supervisor may monitor this call. **(DO NOT PAUSE)**

A. Are you 18 years of age or older?

- 1 YES
- 2 NO **(ASK B)**
- 3 REFUSED **(ASK B)**

B. **[ASK IF Q. A = 2 OR 3]** May I speak with someone else in your household who is at least 18 years of age?

- 1 YES - **IF "YES" - REPEAT INTRO WITH NEW PERSON**
IF UNAVAILABLE - ARRANGE FOR CALLBACK
- 2 NO - NOT AVAILABLE **ARRANGE FOR CALLBACK**
- 3 NO - REFUSED **EXIT AND REPORT AS REFUSED**
- 4 NO ONE 18 OR OLDER **THANK AND TERMINATE**

1. Gender (BY OBSERVATION)

- 1 Male
- 2 Female

2. Generally speaking, would you say that things in the greater Atlanta area are heading in the right direction, or are things off on the wrong track?

- 1 RIGHT DIRECTION
 - 2 WRONG TRACK
 - 3 DON'T KNOW/REFUSED (DO NOT READ)
-

Moving on...

[ROTATE BLOCK 3 / 4 AND 5 / 6]

3. I would like to know how aware you are of air quality problems in the Atlanta area. Using a scale of "1" to "10," how would you rate your own awareness of any air quality problems in Atlanta, with a "1" meaning not at all aware, and a "10" meaning very aware, you can also use any number in between.

1 - 10

DK/REFUSE

4. Again, using a "1" to "10" scale, how concerned are you about air quality problems in Atlanta? A "1" means air quality is not at all an important issue, and "10" means air quality is an extremely important issue.

1 - 10

DK/REFUSE

-
5. How aware are you of traffic congestion problems in the Atlanta area. Using a scale of "1" to "10," how would you rate your own awareness of any congestion problems in Atlanta, with a "1" meaning not at all aware, and a "10" meaning very aware. You can also use any number in between.

1 - 10

DK/REFUSE

6. Again, using a "1" to "10" scale, how important is traffic congestion as a problem. A "1" means congestion is not at all an important issue, and "10" means congestion is an extremely important issue.

1 - 10

DK/REFUSE

7. **[IF RESPONSE TO Q.6 = 6 OR LESS, THEN ASK]** You gave "traffic congestion" a rating of (RESTORE RESPONSE). Please tell me what prevented you from rating it higher than you did.

8. **[IF RESPONSE TO Q.6 = 7 OR HIGHER, THEN ASK]** You gave "traffic congestion" a rating of (RESTORE RESPONSE), why did you rate it that highly? (If necessary: Why does it concern you?)

Let's get a little more specific...

I am going to read you a list of things that some people say are important to them and the region where they live. I'd like you to tell me how important each item is to you and to the region or area. Please use a scale from 0 to 10 where "0" is NOT AT ALL IMPORTANT and "10" is VERY IMPORTANT.

[READ AND RANDOMIZE STATEMENTS. RECORD EXACT RESPONSE.]

What rating would you give _____ ?

- 9 Economic growth and development in your community.
- 10 Easy access to the things you need in everyday life such as work, shopping and daycare.
- 11 A better or improved quality of life.
- 12 Minimizing the stress and frustration in your life.
- 13 Having mobility and freedom to do what you most want to do.
- 14 Residing in a livable and likable community.
- 15 Spending more time with friends and family members, or those people you care about the most.
- 16 Having more time to do the things you want to.

- 17 Having more money to spend as you would like to.
 - 18 Ensuring that people who live and visit Atlanta have transportation choices.
 - 19 Being able to have more control of my daily activities.
-

20. Which of the following best describes your employment status?

- 1 Employed full time
 - 2 Employed part time
 - 3 Full-time student
 - 4 Homemaker
 - 5 Retired
 - 6 Not employed
 - 7 Disabled
 - 8 Other (specify) _____ (DO NOT READ)
 - 9 Don't Know / Refused (DO NOT READ)
-

21. [ASK IF 20 = 1 OR 2] Which of the following best describes your occupation?

- 1 Professional
 - 2 Technical
 - 3 Manager/Official/Business owner
 - 4 Clerical/Sales
 - 5 Craftsman/Foreman
 - 6 Operator
 - 7 Service worker/Laborer
 - 8 Farm
 - 9 Other
 - 10 Refused
-

22. [ASK IF 20 = 1 OR 2] And, on average, how many minutes is your average commute **from home to work** each day?

_____ RECORD NUMBER
DK/REFUSE

23. [ASK IF 20 = 1 OR 2] And, on average, how many minutes is your average commute **from work to home** each day?

_____ RECORD NUMBER
DK/REFUSE

[ASK IF 20 = 1 OR 2] About how many times last week did you
[FILL IN FROM 24 - 27] TO or FROM work last week? [Interviewer
Note: Going to work counts as one trip, coming HOME from work
counts as a second trip.] [RANDOMIZE 24 - 27]

____ RECORD NUMBER
DK/REF

- 24. Drive alone in your car
 - 25. Car or van pool
 - 26. Use public transportation [if necessary: the subway or the bus]
 - 27. Telecommute [if necessary: work from home or a remote office site that is different from your normal work site]
-

28. [ASK IF Q25=0] Thinking back to the last year, have you ever car or van pooled to work?

- 1 YES
 - 2 NO
 - 3 DK/REF
-

29. [ASK IF Q26=0] Thinking back to the last year, have you ever used public transportation to go to work?

- 1 YES
 - 2 NO
 - 3 DK/REF
-

30. [ASK IF Q27=0] And, thinking back to the last year, have you ever worked from home or telecommuted?

- 1 YES
 - 2 NO
 - 3 DK/REF
-

[ASK EVERYONE]

And now thinking about daily errands, such as shopping, dropping kids off at day care, going to a health club, going to dinner or events, visiting family or friends, or any other NON work related trip...

31. On a typical WEEKDAY, how many separate or different errands do you run?

_____ RECORD NUMBER
DK/REFUSE

32. And, on a typical WEEKEND day, how many separate or different errands do you run?

_____ RECORD NUMBER
DK/REFUSE

About how many times **last week** did you **[FILL IN FROM 33 - 35]** to do daily errands, such as shopping, going to dinner or events, visiting family or friends, or other NON-work-related trips? [Again, going to an event counts as one trip, coming back home from that event counts as another trip]. **[RANDOMIZE]**

_____ RECORD NUMBER
DK/REFUSE

33. Drive alone in your automobile

34. Car pool with others

35. Use public transportation [if necessary: the subway or the bus]

36. And how many times last week did you use the Internet to shop or gather information instead of making a trip in your car to do that?

_____ RECORD NUMBER
DO NOT HAVE INTERNET ACCESS
DK/REFUSE

Next, I am going to read you a list of statements. After I read each statement, I would like you to tell me how much you agree or disagree with the statement, using a 1 to 7 scale, where "1" means you *strongly disagree* with the statement and "7" means you *strongly agree* with the statement. Remember that you can use any number between 1 and 7. **[RANDOMIZE]**

- 37. I spend too much time traveling in my car.
 - 38. Carpooling would be a key solution to reducing stress in my life.
 - 39. Driving gives me freedom.
 - 40. **[ASK IF Q20 = 1 OR 2]** I like to have my car available at work so that I can run errands during the day.
 - 41. Driving my car gives me an opportunity to escape from the pressures of the day.
 - 42. I am concerned about the effect that driving my car has on Atlanta's air quality.
 - 43. By driving to work or for errands, I am adding to Atlanta's congestion problems.
 - 44. I consolidate my errands to reduce the number of trips that I need to make.
 - 45. I worry about "road rage" when I am driving my car.
[Interviewer prompt: hostile or dangerous acts by other drivers]
 - 46. Driving places in my car allows me to project a positive image to other people.
 - 47. Dealing with traffic is stressful.
 - 48. Congestion frustrates me.
 - 49. Carpooling offers an opportunity to socialize and talk to others.
-

Next, I am going to read you a list of statements regarding public transportation. After I read each statement, I would like you to tell me how much you agree or disagree with the statement, using a 1 to 7 scale, where "1" means you *strongly disagree* with the statement and "7" means you *strongly agree* with the statement. Remember that you can use any number between 1 and 7.

- 50. Public transportation gives me the opportunity to meet new and interesting people.
- 51. The people who use public transportation are just like me.
- 52. I am concerned about my personal safety when I use public transportation.
- 53. Public transportation can take me where I want to go.

54. By using public transportation, car pooling, and walking to my errands, I am doing my part to help improve the quality of life in Atlanta.
 55. I have a favorable opinion of public transportation in the Atlanta region.
 56. I live too far from public transportation to use it regularly.
 57. Public transportation should be made more available to people who need it.
 58. If public transportation were made more available to people like me, I would choose to use it more frequently.
 59. I don't like to depend on others to get me places.
 60. I don't like to stick to a set schedule.
 61. Using public transportation takes too much time.
-

Still using a scale of 1 to 7, I have just a few more general questions....

- 62. I feel proud of my efforts to help improve air quality in the Atlanta region.
 - 63. I feel good about my efforts to reduce traffic congestion in the Atlanta region.
 - 64. Urban sprawl promotes economic development and job creation.
 - 65. Urban sprawl reduces green space and natural areas in the Atlanta region.
 - 66. We can reduce congestion by doing our shopping on the Internet instead of driving from store to store.
 - 67. I wish I could help reduce traffic congestion, but I do not know how I can help.
 - 68. When it comes to pollution and improving air quality, what one person does will not make any difference.
 - 69. The fumes and pollution created by congestion make it harder for me to breathe.
 - 70. I am concerned about the health impacts of breathing Atlanta's air.
-

- 71. Now thinking back over the past four years, has your daily commute gotten better or worse? And is that MUCH better/worse or SOMEWHAT better/worse?

- 1 MUCH BETTER
 - 2 SOMEWHAT BETTER
 - 3 SOMEWHAT WORSE
 - 4 MUCH WORSE
 - 5 SAME [DO NOT READ]
 - 6 DK/REF
-

- 72. Now thinking into the future, in the next four years, do you expect your daily commute to get better or worse? And is that MUCH better/worse or SOMEWHAT better/worse?

- 1 MUCH BETTER
 - 2 SOMEWHAT BETTER
 - 3 SOMEWHAT WORSE
 - 4 MUCH WORSE
 - 5 SAME [DO NOT READ]
 - 6 DK/REF
-

DEMOGRAPHICS

73. And, what is your age, please?

- 1 18 - 24
 - 2 25 - 29
 - 3 30 - 34
 - 4 35 - 39
 - 5 40 - 44
 - 6 45 - 49
 - 7 50 - 54
 - 8 55 - 59
 - 9 60 - 64
 - 10 65 - 69
 - 11 70 - 74
 - 12 75 AND OLDER
 - 13 REFUSED (DO NOT READ)
-

74. Do you have any children under the age of 18 living in your home, or any children in college living at home?

- 1 YES, CHILDREN UNDER 18 LIVING AT HOME
 - 2 YES, COLLEGE AGE CHILDREN LIVING AT HOME
 - 3 BOTH
 - 4 NO
 - 5 REFUSED (DO NOT READ)
-

75. What is the last grade of formal education you completed?
(READ CHOICES)

- 1 LESS THAN HIGH SCHOOL
 - 2 HIGH SCHOOL GRADUATE
 - 3 TECHNICAL/VOCATIONAL
 - 4 SOME COLLEGE
 - 5 COLLEGE GRADUATE
 - 6 POST-GRADUATE
 - 7 (DO NOT READ) REFUSED
-

76. Do you generally consider yourself to be liberal, conservative, or moderate on most issues?

- 1 CONSERVATIVE (ASK 60)
- 2 LIBERAL (ASK 60)
- 3 MODERATE
- 4 DK / REFUSED

77. **[ASK IF Q76 = 1 OR 2]** Would you consider yourself VERY (Conservative/Liberal) or just SOMEWHAT (Conservative/Liberal)?

- 1 VERY CONSERVATIVE
- 2 SOMEWHAT CONSERVATIVE
- 3 SOMEWHAT LIBERAL
- 4 VERY LIBERAL

78. What is your total annual family income? Please stop me when I reach your income. **(READ CATEGORIES)**

- 01 UNDER \$10,000
- 02 \$10,000 BUT LESS THAN \$20,000
- 03 \$20,000 BUT LESS THAN \$30,000
- 04 \$30,000 BUT LESS THAN \$40,000
- 05 \$40,000 BUT LESS THAN \$50,000
- 06 \$50,000 BUT LESS THAN \$60,000
- 07 \$60,000 BUT LESS THAN \$70,000
- 08 \$70,000 BUT LESS THAN \$80,000
- 09 \$80,000 BUT LESS THAN \$90,000
- 10 \$90,000 BUT LESS THAN \$100,000
- 11 \$100,000 OR MORE
- 12 REFUSED **(DO NOT READ)**

79. What is your MAIN ethnic or racial heritage? **(READ CATEGORIES -- ACCEPT ONE RESPONSE ONLY) [IF THEY GIVE MORE THAN ONE ANSWER, ASK THEM WHICH ONE THEY ASSOCIATE WITH MOST]**

- 1 African American / Black American
- 2 American Indian / Native American
- 3 Asian American
- 4 Caucasian / White
- 5 Hispanic American / Latino
- 6 Other **(DO NOT SPECIFY) (DO NOT READ)**

80. Are you married, separated, divorced, or single and never been married?

- 1 Married
 - 2 Separated
 - 3 Divorced
 - 4 Single, and Never Been Married
 - 5 Widowed
 - 6 Engaged to Be Married (DO NOT READ)
 - 7 Living with Significant Other (DO NOT READ)
 - 8 Refused (DO NOT READ)
-

81. Do you currently live inside or outside the I-285 Perimeter?

- 1. INSIDE
 - 2 OUTSIDE
 - 3 DK/REF
-

82. [ASK IF Q.20 = 1 OR 2] Do you currently work inside or outside the I-285 Perimeter? [Interviewer prompt if questioned: Your primary work location/main office.]

- 1 INSIDE
 - 2 OUTSIDE
 - 3 DK/REF
-

83. And how long have you lived in the Atlanta area?

_____ RECORD NUMBER
DK/REF

84. [ASK IF Q.20 = 1 OR 2] Do you primarily work at one work site all day, or do you travel around to different locations?

- 1 ONE SITE
- 2 TRAVEL TO MULTIPLE SITES
- 3 DK/REF

85. [ASK IF Q.20 = 1 OR 2] And which of the following sentences best describes your daily work hours:

- 1 I START AND FINISH WORK AT A SET OR FIXED TIME EVERY DAY.
- 2 I USUALLY START AND FINISH WORK AT A SET OR FIXED TIME EACH DAY, BUT I OCCASIONALLY START OR FINISH A LITTLE EARLIER OR LATER.
- 3 MY DAILY WORK SCHEDULE IS VARIABLE, AND I USUALLY START AND FINISH WORK AT DIFFERENT TIMES EACH DAY.
- 4 DK/REF
-

86. And do you currently have Internet access at home or at work?

- 1 AT HOME
- 2 AT WORK
- 3 AT HOME AND WORK
- 4 NEITHER
- 5 DK/REFUSED
-

87. HOME ZIP CODE [FROM SAMPLE] _____
